Introduction

Youth Buying Behaviour: The sum total of a youth attitude, preferences, intentions and decision's regarding youth behaviour in market place when purchasing a product or service.

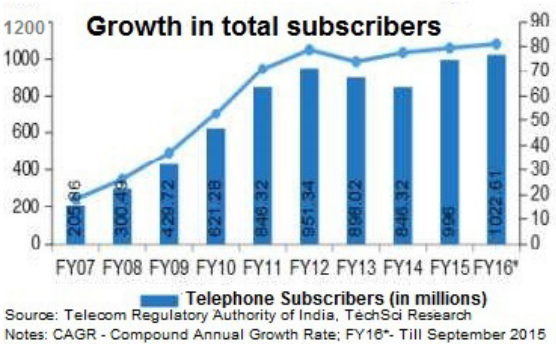
Factors which affect youth purchasing behaviour are:

- Reference Groups
- Advertisement
- Purchasing power
- Peer

Telecom Sector

In today's world telecommunication is the fastest developing sector and it also emerged as an important segment of growth. The usage of telephone is in diverse activities like social and economic and collecting information and knowledge and it also used for saving time as well as expenditure. The people owe mobile phones nowadays. It is the easiest way for all to communicate with anybody. With the help of telecommunication a lot of job opportunities have been created. For e.g. a doctor can take lot of information regarding its patient problem and even amazon, snapdeal, flipkart all are hiring people for online portals.

With the help of telephone the middlemen can ask about the information of raw material, market price and finished products. The telephone services are also helpful to poor's as well. It can replace the need of travel or post. Most of the people need to spend 2 to 4 per cent of their household income on telecommunication. The growth in demand for telecom services does not confined to basic services of telecom. India has seen rapid growth in terms of radio, paging, and cellular and other value added services. It is one of the prime supports needed for the speedy growth and up gradation of various sectors of economy. The rapid development in telecom sector has been made possible through active participation of private sector service providers, revenue generated through foreign direct investment and a series of reforms and the policies made by govt. and also with the help of adopting new technologies in this dynamic environment



The various types of services provided by telecom sector in India are:

1) **Wi-Fi:** - It is becoming the most popular source of using internet connection. For this type of connection one must have wireless adapter. It provides wireless connectivity between 4 GHz to 5 GHz based on the network areas which are in wifi-zone.

2) **Broadband:** It refers to high speed internet or can say fast speed internet which allow like other connections to send email, surf the web, Music, Videos etc. It remains always on and gives faster speed than any other traditional dial up access.

3) **3G:** It is also known as third generation. It is based on the standards which are used for mobile services by International Mobile Telecommunication. 3G application works in wireless voice telephony, Mobile internet access, fixed wireless internet access, video calls and mobile TV.

4) **4G:** It is known as fourth generation. After the success of 3G technology the ITU has derived 4G technology more advanced than3G. with current applications, it also include video-conferencing, 3D television, gaming services, cloud computing.

5) **Fixed line phones:** It is also known as landline phones. It can be cordless also which are fixed in the homes and offices

6) **DTH**: It is a direct to home satellite service that provide television viewing service viewing service directly to subscribers at their home in which dish is placed outside the home on terrace or any other place which helps in receiving signals and broadcast them on television.

7) **Wireless Phones:** It is a home phone service. It is a wireless connection which helps to connect people across the countries, state, cities, district etc. It communicates with the help of radio waves.

Growth of Telecom Sector in India

Telecom is the fastest growing industry in India. Today India stands on the second largest telecommunications market in the world. The mobile phone industry in India would contribute US$400 in terms of GDP.This sector which is growing exponentially is expected to generate 1 million additional jobs by 2020.In the period of April 2000to January 2014 the telecom industry has got in FDI OF about 59.976 million which is an 6percemt increase to total FDI inflows in terms of US. India's global system for mobile (GSM) operators had 4.14 million rural subscribers as on January 2014. Telecom industry of India has grown from a tele-density of 3.58% from March 2001 to June 2013.

Strategy

It is a method or plan which is formed before any operation or task is conducted to make it work and to make it successful.

Marketing Strategy

It is a strategy used by organization to combine all marketing goals in a one comprehensive plan. A marketing strategy should be drawn according to the market. So, that maximum profit can be achieved and sustain future growth because marketing strategy is the foundation of marketing

Key Players in Telecom sector

Bharti Airtel

It is a telecommunication service Indian based company. Its head office is in New Delhi India and it is operating in 19 other countries as well as providing 2G, 3G, 4G services depending upon the operation of countries, it is the 4th largest company with 251 subscribers across 20 countries. It is largest provider of mobile telephony and fixed telephony. It is also a provider of broadband services .Airtel is the name that connects millions of people across the globe. It is the most trusted telecom network in the world.

Reliance Communications:

Reliance group an offshoot of the Group founded by Dhirubhai Ambani.It ranks among India's top private sector business houses. Reliance Group's flagship company, Reliance Communications is India's foremost and truly integrated telecommunication service provider. The company provide full value chain of wireless (CDMA&GSM), wireline, national long distance, International, Voice data, video, Direct to Home and internet based communication services. The brand ambassador of Reliance is Anushka Sharma.

IDEA

Idea cellular is a publicly listed company, having listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange (NSE) in March 2007.Idea cellular is a leading GSM mobile service operator with a customer base of over 36 million in 15 service areas, operations are soon expected to start in Orissa and Tamilnadu the first steps in providing pan India services covering over 90% of India's telephony potential. It provides wireless and long distance voice and internet services to consumers and enterprise markets. The brand ambassador of Idea Company is Abhishek Bachchan.

BSNL

BSNL is an Indian Public owned telecommunication Company, headquartered in New Delhi. It was integrated on 15 September 2000 and start providing services to the central govt. They are the largest provider of Gsm cellular mobile called as cellone. It also provide dial up connection. It is the only network which is very wide and giving service in every corner of the country. The brand ambassador of BSNL is Dayanidhi Maran.

Some of the marketing strategies which are used by telecom sector are:

- **4 a.m. Friends:** Telecom bigwig Bharti Airtel believes that a 4 AM friend is one who can be called at any hour of the day for help. The film features the protagonist, Abhi, who plays a prank to test which of his friends are "4 AM friends", the kind of friends who will be there for him even in the middle of the night.
- **Har Ek Friend Zarrori Hota Hai:** It enable magical relationships have always been at the very core of Airtel's brand values. Our all new campaign strengthens Airtel's legacy of identifying fresh and relevant insights around relationships – and is a contemporary take on this very theme, Supporting the main TVC, a set of short commercials emphasizing the strengths of the Airtel data network (across parameters like faster video streaming, longer battery life etc.) will also be aired.
- **Communication Campaign Tool**: The Company promote itself by doing various advertisements with the use of celebrity endorsers such as Sachin Tendulkar, SRK, Kareena etc.to create awareness among people with catchy slogans. "Barriers break when people talk"
- **Unlimited Talktime:** In this strategy Reliance is providing unlimited talktime to its customers especially to youth. So that they can always get connected to their friends and family.
- **Night Calling:** Reliance is providing night calling to its customers from 11pm to 6am. This strategy is designed for youth so that they can get connected to their closed ones.
- **Reliance Jio Launches First 4G Ad Campaign with Kohli, Kangana & Dhoni:** This advertisement features Virat Kohli, MS Dhoni &Bollywood actress Kangana Ranaut,which says anyone buying a LYF handset will get 75 GB of free 4G data, 4500 minutes and 9000 SMS with validity of 90 days. The offer is valid on the entire range of LYF handsets

starting from the cheapest one costing Rs 5,000.Similarly, if someone were to buy the MiFi device for Rs 1,999, he would get 75 GB of free data valid for three months, but no voice or free sms.

- **Break the Language Barriers with Idea:** When you got a job in different state the problem of speaking different language is there. With the help of Idea you can overcome from this problem.
- **Walk When You Talk**: Idea has launched a new campaign walk and talk to bring forward people of different societies and age groups specially youth and get them to walk for fitness.
- **BSNL Launches 3G in Rajdhani Trains:** The BSNL Company is using this strategy to promote its 3G services and also to promote their network.
- **Valentine Day Offer:** 10% extra data will be given on all data special tariff voucher with MRP of more than 70 Rs. This offer was valid from 7 Feb to 14 Feb 2016.
- **Free Incoming on National Roaming:** BSNL is providing free incoming to its customers when they are in the roaming zone

Review of Literature

(Umamaheshwari, 2016) The study revealed that in this current scenario so many broking agencies are there which are offering many products and services but the main problem come across is unawareness of products among youth. So, Reliance securities should take suitable measures like advertising among youth. **(Fazia, 2015)** The author said that after liberalisation many new reforms and policies are launched by the govt. for public as well as private sector and many developments have also been done from wireline to wireless phones and many other but it need continuous improvement for fully realising the potential of technology and truly became an instrument of growth**.(Amulya,2015)**The author talks about telecom companies should develop new marketing strategies by using innovative skills of their companies to get same portion of customers which they have and also for new customers who want to join the network.(**Taruna**,**Pritish.,2015**)The author opines that the telecom sector is the second largest in rapid advancement and the services which are provided by telecom companies are easily accessible and affordable for both urban and rural customers and also help them to learn about new technology.(**Kapil, Shashank., 2015)**The author identified that the telecom sector is very wide and growing very fast because of new technology which are coming. So the companies should be dynamic in nature and should be ready to accept the changes and should be flexible for all changes which are coming due to technological advancement.(**Ravindra, Pooja, Shakhanagouda., 2014**) The author says that some strategies should be develop by companies which are only for user's personal life so that they have time for their family and friends.(**Aviral, Mahima,Gaurav.,2014**) This study reveals that the author should take into account various aspects while setting up in different countries .i.e. social, cultural , demographic aspects etc. So they have high long term growth.(**Divya,2014**)The author said that growth and improvement is needed in both the telecom networks as both of them are lagging behind in providing one or two services. Just like Reliance company doesn't have its own network it uses the network of BSNL and the service quality provided by the company whereas, TATA tele services should develop some innovative service with the help of R&D for betterment of company. (**Pappori,Rashmi.,2014**)The author identified that telecom sector is the fastest growing sector in the world. It has its largest network all over the world . This sector is giving high revenue to the

govt. and also enhancing the future growth of the country by adopting various policies for betterment of the sector and the govt.(**Gopika,2014**) The study revealed that telecom sector is covering the rural areas & the development in backward areas is very less. So, the development should be done because it helps in developing overall economy. (**Kavaldeep,Neha,2014**)The author talks about the different telecom services providers providing different services and different services and different marketing strategies just like idea provide strategies for quick problem solving, customer complaint, proper customer care and various other value added services. (**Raymond, 2013**)The author talks about the two main factors significantly affecting mobile phone purchase in the study area are advanced technology features and durability or quality of mobile phone handsets. Furthermore, poor connectivity, network congestion and battery problems were the main challenges facing users of mobile phones interviewed. It is therefore recommended that manufactures and marketers of mobile phones should consider producing and selling phones with modern technology features that are more durable and highly quality. They should also produce and market phones that are targeted at the educated youth.(**Anuradha,Prabhjot.,2013**)The author said that customer is the king of market. He is the one who purchase any product after analysing the quality and prices of product. Customer trust is very much important for all for services providers. So, they should develop significant marketing strategies to maintain the trust.(**Rajesh, Nishant., 2013**)The author opines that in today's world satisfaction of customers is very much important. The companies should provide better quality services and make it a priority. So, those companies can build up their relationship with customers. Just like Airtel, the network provided by the company took up to the top most position.(**Kavaldeep,Neha.,2013**)The author identified that each and every company wants to satisfy its customers through quality, marketing communication and the most powerful strategy used by Idea operators is low pricing strategy and the company set high standards for their customers so that needs of customers can be fulfilled.(**Debarun, 2013**)The author opines that today Aircel is facing severe challenges from the other telecommunication companies like Airtel, Vodafone etc. but still there is a big scope of further penetrating into the current market senerio by more innovative marketing strategies. (**Salma, 2011**)The author says that the results indicate that stated preference set and actual choice behaviour are dissimilar. The generation Y adults sub group contra-indicates loyalty characteristics as high in a developing market context against the established wisdom of low loyalty

found in developed countries.(**Hongwei, 2010**)The author talks about their viral attitudes , perceived utility and subjective norm predicted their intent to pass along entertaining electronic messages. Their intent to forward useful electronic messages was determined by their viral attitudes, perceived utility and market mavenism. Their viral attitudes, intents and market mavenism predicted their mobile viral behaviour.(**Vinh sum, 2010**)The author opines that the authors find that young people (age 16-29) have more positive attitudes and behavioural intensions towards using IBS then other user- groups. It has also confirmed that there is a positive impact of IBS quality on satisfaction and loyalty.(**Kueh,2007**)The author identified that service quality was found to be a three- factor construct consisting of tangibles, reliability &responsiveness/empathy/assurance. Cultural values were confirmed to consist of five dimensions according to Hofstede's typology. Generation Y consumers are found to be low in power distance and high expectations of service quality.

Author	Year	Title	Study Objective	Data Collection	Findings & Conclusion
Umamaheshwari,S.	2016	A study on promotional strategies of Reliance Securities Products among Youth with reference to Karur Distr ict	The aim of this paper is to know at what extent Reliance securities product reach among youth	Primary data	There are many broking agencies prevailing in the market with lot of product. So the company should take suitable measures to create awareness for products.
Nafees,F	2015	Impact of Reforms & Policies on the growth of Indian Telecom Sector	The aim of this paper is to do development by policies & reforms	Empirical Study	The telecom sector has to continue to reform to realize fully the potential of new technologies
M, A.	2015	Marketing Strategies of Indian Telecom companies	The aim of this paper to bring innovativeness in products	125 respondents, F test	The companies try to keep the customer happy and delightful with different marketing strategies.

Saxena, T&P.	2015	An Analysis of Indian Telecom Industry	The aim of this paper is growth and development	Empirical Study	It helps them to learn the new technology which has been provided by telecom companies
Yadav, K., Tiwari, S	2015	Impact of Technological Changes in Telecom Sector in India	The aim of this paper is to bring chances in technology	Empirical study	The companies should be dynamic in nature it should be ready to accept the changes
Kulkarni, R., Angadi, P., Doddagoudra, S.	2014	Anthropological Marketing Strategies by Indian Telecom Operato	The aim of this paper is to examine the anthropological influencing & marketing activity of telecom companies	Conceptual Study	some strategies should be developed by the companies which are only for the user's personal life

G, G.G.	2014	Growth and Development of Telecom Sector in India	The aim of this paper is development of telecom sector	Secondary data	the development of rural area helps in development of overall economy.
Prakash, A., Bhutani, M., Bharadwaj, G	2014	The impact of Marketing Strategies on Customer and Long Term Growth	The aim of this paper is to bring long term growth by satisfying customer needs	Article	The company should understand the wants of consumers and try to bring innovations in their products.
Sadika, D.	2014	. Marketing Strategies of Reliance Communication and Tata Tele Service	The aim of this paper is to provide quality services to customers	Empirical Study	The companies should focus on the service quality provided by the company
Baruah, P., Baruah, R.	2014	Telecom Sector in India: Past, Present & Future	The aim of this paper is future growth of telecom sector	Secondary data	This sector will have high growth rate in near future.

Dixit, K., Jain, N	2014	Analysis of Marketing Strategies of Idea Cellular as perceived by its Employees	The aim of this paper is to just have valuable communication with customers	25 Respondents	The manufacture design different products for different segments and keep the price affordable for every customer.
Dziwornu,R	2013	Factors Affecting Mobile Phone Purchase in the Greater Accra Region of Ghana	The aim of this paper is to investigate the factors affecting mobile phone purchase decision in the Greater Accra Region of Ghana	200 Respondents	manufactures should also produce and market phones that are targeted at the educated youth. .

Bhandari, A., Kaur, P	2013	The Impact of Telecom Marketing Strategies on Customer Satisfaction	The aim of this paper is satisfaction of customers	170 Respondents, Empirical Study	The telecom operators should focus on satisfying the customers according to their needs
Yadav, R., Dabhade, N	2013	Impact of Service Quality on Customer Satisfaction of Mobile users-A Case Study of Airtel",	The aim of this paper is to examine customer satisfaction through service quality	450 respondents ,chi square	This study revealed that Airtel Company should continuously provide better services to remain at the top
Dixit, K., Jain, N	2013	A Study of Customer Satisfaction for Idea Cellular in Eastern Rajasthan	Aim is to provide customer satisfaction	250 Customer & 25 Seller	telecom companies should focus on making their customers satisfied by providing appropriate service

Chakraborty, D	2013	Customer Satisfaction and Expectation towards Aircel	The aim of this paper is to examine satisfaction level of customers	250 respondents, Weighted average& Percentage analysis.	This study revealed that proper coverage and network quality should be there
Rahman,S	2011	Xpression of generation Y: Perceptions of the mobile phone service industry in Pakistan	The aim of this paper is to verify the consumer preference and choice behavior	100 Respondents	. The generation Y adults sub group contra-indicates loyalty characteristics as high in a developing market context
Chris,H	2010	Predicting young Chinese Consumers mobile viral attitudes, intents and behavior	The purpose of this paper is to integrate the Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM	835 Respondents	Their viral attitudes, intents and market mavenism predicted their mobile viral behavior.

Chau,V	2010	The Youth Market for Internet Banking: perceptions, attitude and Behaviour	This paper aims to investigate the perceptions, attitudes and behaviour of the youth market for internet banking service	164 Respondents	the authors find that young people (age 16-29) have more positive attitudes and behavioural intentions towards using IBS than other user-groups
Kueh,k	2007	Culture and Service quality expectations: Evidence from generation Y consumers in Malaysia	The main purpose of this paper is to examine the influence of individual-level cultural dimensions on Generation Y consumers' expectations of service quality.	Secondary data	Generation Y consumers are found to be low in power distance and have high expectations of service quality.

Research Gap

In today's era telecom sector is the most developing and an important segment in everybody's life. It is one the most important service of nation. It has emerged as an important aspect of economic and social development in an increasingly knowledge intensive global scenario and youth is the key driver in telecom because Youth are one of the highest users of telecom in India and a lot of business derived from youth to these telecom companies. Yet, a lot of work has been done on customer database, growth and development, customer satisfaction, opportunities and challenges, switching behaviour of subscribers, marketing strategies of small and medium enterprises, innovation and product innovation in marketing strategies but no particular study has been done on marketing strategies for youth and its effect on buying behaviour. Most of the studies on youth purchasing behaviour were done outside India but a trend is emerging in various developing countries to focus on the buying behaviour of youth.

Theoretical Framework

Independent Variable- Marketing Strategies

Dependent Variable: - Youth Buying Behaviour

Marketing Strategies	Youth buying behaviour
• Advertisement	• Pricing
• Promotional Offers	• Switching Cost
• Specific Calls	• Value Offered
• Campaigns	• Service Quality
• Brand Name	• Customer Loyalty
• Assurance	• Accessibility
• Social influence	• Responsiveness
• Combo- packs	• Reliability

Objective of Study

This study aims at following:

- To study about various marketing strategies followed by the different service providers in telecom sector.
- To compare the different marketing strategies of telecom service providers.
- To find out most influencing marketing strategies for youth in telecom sector.
- To study about the impact of marketing strategies on the youth satisfaction level.
- To suggest optimum marketing strategies for targeting youth customers of telecom service providers.

Hypothesis

Ho: There is no significant impact of the marketing strategies on youth's buying behaviour in telecom sector in India.

Ha: There is a significant impact of the marketing strategies on the youth's buying behaviour in telecom sector in India.

Research Methodology

- **Research Design:** The researcher will use the descriptive research design.
- **Universe of the study:** The universe of the study will be the youth in India.
- **Sample unit:** The sample unit for this study will be:
  Age 15-35(telecom users)
- **Sampling Design:** Stratified sampling will be used and the sample size will be 384 which was calculated from infinite population formula.
- **Data Collection:** Primary Data: will be collected with the help of structured questionnaire from youth division.
- **Tools for Data Analysis:** The data will be collected, tabulated and presented in the form of pie charts, graphs and tables various statistical tools will be used for analysis of data like, arithmetic mean, , Standard deviation, Regression.

Limitations:

- Companies change their marketing strategies very frequently.
- Data can be biased because sometimes responses of respondents are not up to the mark.
- Customers taste and preferences change very frequently.
- There are lot of services which are provided by telecom sector it is very complicated to study the buying behaviour for all the services.

References:

- Umamaheshwari,S.(2016).A Study on Promotional strategies of Reliance securities Products among Youth with reference to Karur District*, Global Journal for Research Analysis*,5(1),65-68.
- Nafees, F. (2015).Impact of Reforms & Policies on the growth of Indian Telecom Sector, *International Research in Economics & Social Science,* 5(9), 2249-7382, 165-171.
- M, A. (2015).Marketing Strategies of Indian Telecom companies, *PEZZOTTAITE Journals*, 4(1),2279-0977, 1450-1457.
- Saxena, T. & P.(2015).An Analysis of Indian Telecom Industry *Journal of Business & Management*, 17(10),2319-7688, 35-42.
- Yadav, K., Tiwari, S. &Divekar, R. (2015).Impact of Technological Changes in Telecom Sector in India, *Indian Journal of Science and Technology*, 8(s4),0974-5645,194-199.
- Kulkarni,R.,Angadi,P.,Doddagoudra,S.(2014).Anthropological Marketing Strategies by Indian Telecom Operators ,*Indian Journal of Social Science and Humanities Research*,2(3),234-239.
- Prakash, A., Bhutani, M. &Bhardwaj, G. (2014). The impact of Marketing Strategies on Customer and Long Term Growth, *Global Journal of Finance and Management*, 6(4),0975-6477,293-296.
- Sadika, D. (2014).Marketing Strategies of Reliance Communication and Tata Tele Services**,** *Journal of Marketing*, 2(2),2348-0947,1-22
- Baruah, P. & Baruah, R.(2014).Telecom Sector in India: Past, Present and Future, *International Journal of Humanities and Social Science*, 1(3),2349-6711,147-156.
- G, G.G. (2014).Growth and Development of Telecom Sector in India, *Journal of Business and Management*, 16(9),2319-7668,25-36.

- Dixit, K. & Jain, N.(2014). Analysis of Marketing Strategies of Idea Cellular as perceived by its Employees, *International Journal of Advanced Research in Computer Science & Management Studies*,2(4), 2321-7782 ,1-7.
- Dziwornu,R.(2013)Factors Affecting Mobile Phone Purchase in the Greater Accra Region of Ghana: A Binary Logit Model Approach, *International Journal of Marketing studies*,5(6),1918-719,151-163.

- Bhandari, A. & Kaur, P.(2013). The Impact of Telecom Marketing Strategies on Customer Satisfaction, *International Journal of and Multi-disciplinary Research and Management Sciences*, 1(3),2320-8236,79-82.

- Yadav, R. & Dabhade, N. (2013).Impact of Service Quality on Customer Satisfaction of Mobile users-A Case Study of Airtel, *International Research of Innovative Research & Studies*, 2(5),2319-9725,40-163.
- Dixit, K. Jain, N.(2013). A Study of Customer Satisfaction for Idea Cellular in Eastern Rajasthan, *International Journal of Research in Commerce & Management*, 4(7),0976-2183, 1-9.
- Chakraborty, D.(2013).Customer Satisfaction and Expectation towards Aircel, *International Journal of Research In Management & Technology*, 2,2320-0073,115-127.
- Rahman,S.(2011).Xpression of generation Y: Perceptions of the mobile phone service industry in Pakistan, *Asia Pacific Journal of Marketing and Logistics*,23(1),91-107.
- Chris,H.(2010).Predicting young Chinese Consumers mobile viral attitudes, intents and behavior, *Asia Pacific Journal of Marketing and Logistics*,24(1), 59-77.
- Chau,V.(2010), The Youth Market for Internet Banking: perceptions, attitude and Behaviour, *Journal of Service Marketing*,24(1), 42-60.

- Kueh,k.(2007).Culture and Service quality expectations: Evidence from generation Y consumers in Malaysia, *Managing Service Quality: An International Journal*,17(6), 656-680.

- Sridhar Varadharajan (2012), Telecom Revolution in India Technology and Policy, Oxford University Press

Webliography

- **www.Trai.in**
- **www.iosrjournals.com**
- **www.iiste.org**
- **www.academicjournals.org**
- **www.PEZZOTTATTEjournals.com**
- **www.airtel.co.in**
- **www.reliancenetconnet.com**
- **www.idea.com**
- **www.bsnl.com**
- **www.wikipedia.com**

Chapter Scheme

Chapter No.	Topic
1	**Introduction**
	• Telecom Sector
	• Marketing Strategy
	• Marketing Strategies of selected companies
2	Review of Literature
3	Research Methodology
	• Research Design
	• Universe of the study
	• Data Collection
	• Tools & Techniques
	• Limitations
4	Marketing strategies of various companies.
5	Study about buying behaviour of youth
6	Analysis of Impact of Marketing strategies on Youth buying behaviour
7	Conclusion & Suggestions

Appendice

1. Name:

2. Age:

(a) 15-25 (b) 25-35

(c) 35-45 (d) 45 above

3. Gender:

a) Male b) Female

3. Occupation:

a) Student b) Servicemen

c) Businessmen d) Household

4. Connection you have

a) Prepaid b) post paid

5 Network you are using

a)2G b) 3G

c) 4G d) None

6. Do you use roaming services?

a) Yes b) No

7. Network you are using now

a) Airtel b) Idea c) BSNL d) MTNL e) other

8. According to you which network is better?

a) Airtel b) Reliance c) Vodafone d) Bsnl e) Mtnl

9. Are you satisfied with your network customer care service?

a) Yes b) No

10. Which service you think provided best by your company

a) value added services b)data services

c)call services d) other

11. Your monthly expenses on cell phone

a) 250-500 b) 500-750

c) 750-100

0 d) 1000 above

12. Are you interested in taking MNP (mobile number portability?)

a) Yes b) No

13. If Yes, of which company

a) Airtel b) Vodafone c) BSNL d MTNL e) other

14. Which network advertisement you used to see?

a) Airtel b) Reliance c) Vodafone d) Bsnl e) Mtnl

15. Offers through which you got attracted towards particular network

a) Internet plans b) Extra talk time

c) Free sim card d) other

16. The promotional offers of the mobile service provider through mobile phone calls are inconvenient to you

a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree

17. Which company brand ambassador influence the market

a) Airtel b) Vodafone c) Reliance d) Bsnl e) Mtnl

18. You think your network plans are approachable to you

a) Yes b) No

19.Do u receive specific promotional offers only for you from your network

a) Yes b) No

20. How frequently r u facing call drop problem

a) Once in a week b) once in a month

c) Very often d) Never

21.do u feel that expenses u made on your network is value for money

a) Yes b) No

22. On which platform you see advertisement of your network

a)TV b)Radio c)Newspaper d)Magazine e) Other

23. According to you which company has most aggressive marketing strategy?

a) Airtel b) Vodafone c) Reliance d) Bsnl e) Mtnl

24. Are you satisfied with your network?

a) Yes b) No